



WNCN
 EASTERN NORTH CAROLINA
 on your side
WNCN.com
 on your side online
 3221 S. Evans St.
 Greenville, NC 27834
 252-355-8500

WNCN
 3221 South Evans Street
 Greenville, NC 27834
 (252) 355-8542

CONTRACT

And:

Greer Margolis & Mitchell
 1010 Wisconsin Avenue Northwest
 Suite 800
 Washington, DC 20007
 USA

<u>Contract / Revision</u>		<u>Alt Order #</u>
900968 / 2		25174545
<u>Product</u>		
Stein-AG-NC		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/18/16 - 10/24/16	4764	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
POLJosh Stein NC Attorney General	07/07/16 / 10/14/16	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Property</u>	<u>Account Executive</u>	<u>Sales Office</u>
WNCN	Katz Washington	Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
9912856	287	305
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
IN117/SP159/AL1336		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNCN	10/18/16	10/24/16	Local News @ 6a	6a-7a		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/18/16	10/24/16	MTWTF--				2	\$75.00				
2	WNCN	10/18/16	10/24/16	CBS This Morning	7a-9a		:30				NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/18/16	10/24/16	MTWTF--				3	\$45.00				
3	WNCN	10/18/16	10/24/16	Local News Su 7-8a	7-8a		:30				NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/18/16	10/24/16	-----S				1	\$15.00				
4	WNCN	10/18/16	10/24/16	Local News @ 12p	12p-1230p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/18/16	10/24/16	MTWTF--				1	\$75.00				
5	WNCN	10/18/16	10/24/16	CBS Sunday Morning	9a-1030a		:30				NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/18/16	10/24/16	-----S				2	\$90.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Alt Order #

25174545

Contract Dates
 10/18/16 - 10/24/16

Product

Stein-AG-NC

Estimate #

4764

Advertiser

Original Date / Revision

POL/Josh Stein NC Atton

07/07/16 / 10/14/16

*Line Ch Start Date End Date Description

Start/End
Time

Days Length Week

Rate Rtn Type Spots

Amount

Start Date	End Date	Weekdays	Spots/Week	Rate						
E 6 WNCN 10/18/16 10/24/16 Local News @ 5p										
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/18/16	10/24/16	MTWTF--	2	\$70.00						
7 WNCN 10/18/16 10/24/16 Local News @ 530p										
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/18/16	10/24/16	MTWTF--	2	\$70.00						
8 WNCN 10/18/16 10/24/16 Local News @ 6p										
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/18/16	10/24/16	MTWTF--	2	\$130.00						
9 WNCN 10/18/16 10/24/16 CBS Evening News										
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/18/16	10/24/16	MTWTF--	2	\$200.00						
E 10 WNCN 10/18/16 10/24/16 Local News @ 11p										
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/18/16	10/24/16	MTWTF--	1	\$120.00						
11 WNCN 10/18/16 10/24/16 LN Su										
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/18/16	10/24/16	-----S	1	\$80.00						
Totals										
										19
										\$1,695.00

Signature: _____

Date: _____

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KATZ
TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25174545

Changes as of: 10/14/2016 at 7:05 AM

Version: Highlighting Revision 2

CPE: 287305/4764
Agency: GMMB

Flight: 10/18/16 - 10/24/16
Advertiser: Stein-AG

Station: WNCN
Market: Greenville/New Bern/Wash

Total \$: \$1,695.00
Total Spots: 19

GMMB 3050 K ST NW
WASHINGTON DC
20007

Product: Stein-AG-NC

Office: WASHINGTON

Total CPP: \$0.00

Agency Order #: 5031055

Primary Demo: Adults 35+

Total GRP:

Buyer: Lawson, Colin
Salesperson: JACOB ROTH
212-373-8175

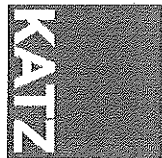
Con Type: POLITICAL/VOTE
Assistant: JACOB ROTH
212-373-8175

Traffic #: 900968
Separation:

Comments: Revised Order

Buyer added funds to clear
TTADD: \$40
TTREV: \$1,695
PLS CFM
T/R JACOB

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/18 - 10/18		Total Spots	Total \$	CPP	GRP
							10/18					
5	Su 7a-8a		Weekend Morning Edition II	\$15.00	0	30	1		1	\$15.00	\$0.00	0.0
Level 3 Changes: Rate from 20 to 15												
6	Tu-F M 12n-12:30p		9 on Your Side News @ Noon	\$75.00	0	30	1		1	\$75.00	\$0.00	0.0
Level 3 Changes: Rate from 60 to 75												
9	Tu-F M 5p-5:30p		9 On Your Side News @ 5 PM	\$70.00	0	30	2		2	\$140.00	\$0.00	0.0
Level 3 Changes: Rate from 65 to 70												
13	Tu-F M 11p-11:35p		9 On Your Side News @ 11 PM	\$120.00	0	30	1		1	\$120.00	\$0.00	0.0
Level 3 Changes: Rate from 100 to 120												
TOTALS: 19									19	\$1,695.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

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Advertiser: Stein-AG

Station: WNCT

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GMMB 3050 K ST NW
WASHINGTON DC
20007

Product: Stein-AG-NC

Market: Greenville/New
Bern/Wash

Total Spots: 19

Agency Order #: 5031055

Buyer: Lawson, Colln
Salesperson: JACOB ROTH
212-373-8175

Office: WASHINGTON

Primary Demo: Adults 35+
Con Type: POLITICAL/NOTE
Assistant: JACOB ROTH
212-373-8175

Total GRP:
Traffic #: 900968
Separation:

Special
Instructions

Order Level Comments

Date/Time	Added by	Comment
10/14/16 7:05 AM	JACOB ROTH	Revised Order Buyer added funds to clear TTADD: \$40 TTREV: \$1,695 PLS CFM T/R JACOB
09/15/16 9:21 AM	Jennifer Layman	Correction to make LUR Line 6 12p News needs to be \$75 and changed to 2x Line 9 5p News needs to be \$70 and remain 2x Line 11 6p News needs to be \$140 and remain 2x Line 13 11p News 1x needs to be removed Line 5 Sun 7-8a 1x needs to be removed Line 570 affected Total same.
07/05/16 10:38 AM	JACOB ROTH	John Stein for AG 10.18-10.24; Separation: 30
05/18/16 12:51 PM	JACOB ROTH	John Stein for AG 10.18-10.24; Separation: 30

Competitive Information

Market Budget:	\$8,071
WNCT Share:	21%
Comment:	
ENCT:	1%
WCTI:	30%
WFXI:	13%
WITN:	35%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	19	\$1,695.00	N/A	0.0
Total	100%	19	\$1,695.00	N/A	0.0

Monthly Summary

Month	Spots	Dollars
2016-Oct	19	\$1,695.00
Total	19	\$1,695.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/14/16 7:05 AM	JACOB ROTH	Revised			\$40.00	\$1,695.00	Changes: Calculated Dollars from \$1,655.00 to \$1,695.00. Competitive Market Budget from \$7,881 to \$8,071. Total \$ from \$1,655.00 to \$1,695.00. User Entered \$ from \$1,655.00 to \$1,695.00. Comments from John Stein for AG 10.18-10.24; Separation: 30 to Revised Order Buyer added funds to clear TTADD: \$40 TTREV: \$1,695 PLS CFM T/R JACOB. 4 bylines added or modified.
Makegood 1	9/15/16 9:21 AM	Jennifer Layman	Sent To Rep			\$0	\$1,655.00	Changes: Total GIMPs to 0.



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Con Type: POLITICAL/NOTE
Assistant: JACOB ROTH
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Separation:

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	7/5/16 10:39 AM					\$0	\$0	
Revision	7/5/16 10:38 AM	JACOB ROTH	Confirmed			\$0	\$1,655.00	Changes: User Entered \$ from \$0.00 to \$1,655.00. Product from candidate to Stein-AG-
Queued for Electronic Contracting	5/18/16 2:43 PM					\$0	\$0	
New	5/18/16 12:35 PM	JACOB ROTH	Confirmed	19		\$1,655.00	\$1,655.00	

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.